

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Kristin Coit et al Art Unit : 3622
Serial No. : 10/814,102 Examiner : Daniel Lastra
Filed : March 31, 2004 Conf. No. : 5180
Title : IMPROVING ADVERTISEMENT APPROVAL

Mail Stop Amendment

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT IN REPLY TO ACTION OF JANUARY 15, 2010

Please amend the above-identified application as detailed below and consider the following remarks.

Amendments to the claims are reflected in a listing of claims that begins on page 2 of this paper.

Remarks begin on page 8 of this paper.